

**METHOD AND APPARATUS FOR ACCESSING TARGETED,
PERSONALIZED VOICE/AUDIO WEB CONTENT THROUGH
WIRELESS DEVICES**

ABSTRACT OF THE DISCLOSURE

5 A wireless web system allows users to navigate web pages that include links
to audio content where the pages are provided over a data connection and the audio content is
provided over a voice connection. An audio content reference generator generates a
reference to a portion of static audio content and that audio content reference is provided to
the user's wireless web client as a link on a wireless web page, or other page retrieved by the
10 wireless web device over the data connection. The audio content reference and a telephone
number of an audio server form the link on the page, so that when a user selects that link, the
wireless device establishes a voice connection to the audio server using the telephone number
and then provides the audio server with the audio content reference so that the user hears the
specifically referenced audio content over the voice channel.

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